

FEB 28 1962

A1494

Approved For Release 1999/09/17 : CIA-RDP75-00149R000200820013-9

CONGRESSIONAL RECORD - APPENDIX

February 28

Democrats instantly rallied to defeat it on a straight party vote.

[They knew what they were doing. They know how to keep the Republican voices enfeebled.]

This is a scandal of national proportions. It goes to the very vitals of our two-party system of government. If the Republicans don't do whatever is necessary to win this battle (by rallying to the Curtis initiative and fighting for reform in their own committees) they deserve to continue to lose elections—and will.

A Showcase for New York City

EXTENSION OF REMARKS

OF

HON. WILLIAM FITTS RYAN

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Wednesday, February 28, 1962

Mr. RYAN of New York. Mr. Speaker, I wish to bring to the attention of my colleagues an article which appeared in the Saturday Evening Post on February 24, 1962. This article entitled "New York's Colossal Coliseum" indicates the tremendous benefit the coliseum has brought not only to New York but to the Nation. Since the coliseum was opened 5 years ago, 16 million people have visited the various exhibitions and trade fairs held at the coliseum. In addition, the coliseum has contributed to greater understanding among nations by having exhibits and fairs from many foreign nations including the Soviet Union:

New York's Colossal Coliseum

(By Stanley Frank)

Few people would undertake to move the furniture and personal effects of 500 baby families into one building at the same time and put each apartment into impeccable condition to receive guests within 72 hours. Yet a comparable job is faced practically every 2 weeks by the operators of the huge, handsome New York Coliseum, the leading exposition center in the United States. Its 9 acres of floorspace house an average of 40 big shows every year, including the World Trade Fair each May, to which 60 countries sent exhibits in 1961. Since the coliseum was opened 5 years ago, more than 16 million visitors have passed through its turnstiles to gaze at anything from flowers and scouting equipment to the latest in rockets or automated kitchens.

Space in the coliseum is booked solidly a year in advance, usually for 3-week cycles that begin on a Wednesday with the arrival of exhibits for a Saturday opening. A show runs 9 days until the following Sunday, 3 days are allowed for dismantling, and then the process begins all over again. The rent for all four floors is \$51,000 for the 3 weeks, but separate floors can be leased at rates ranging from \$10,000 to \$23,000. The coliseum can accommodate four shows at once, each with its own marquee, lobby, elevators and catering service.

Watching the installation of 3 million pounds of paraphernalia in the coliseum is a fascinating study of controlled chaos. Early Wednesday morning huge-trailer trucks begin lining up on West 58th Street from Columbus Circle to the Hudson River three-quarters of a mile away. At 8 a.m. the trucks lumber into the building in a sequence determined by Ernest Moorehouse, superintendent of operations. Two

ramps and a brute of an elevator—that can handle a 42-foot vehicle carrying 88 tons—take the trucks from the street directly to their destinations on the floors.

Emergency pop-caster then by balloons in a ballroom when displays are assembled. People with perishable food and flowers scream for refrigeration. Orders are yelled in a babel of languages as technicians juggling up water, steam, electric and telephone connections to power the lobby comb the floors. "We have to be made in displays to satisfy the department inspectors. Special crates are sent sitting on docks in Hamburg, Genoa, London, and Caracas."

By Friday afternoon 1,000 workmen are wading through knee-deep debris around the booths. Edward O. Sloane, the coliseum's managing director, says the situation is "a little messy, but it's not a disaster." He observes that "all the authorized guys are working well never open on time tomorrow. We haven't missed yet, but there were a lot of close calls. Ten hours before the kickoff of a flower show, a handicapper was stuck with a pair of legs of wood. The allies were too clumsy to get a truck through, so the dirt was carried off in wheelbarrows and cartons. We scraped up the last specks just as the crowd came in."

Because the coliseum can become an arena of international complications second only to the U.N., the State Department and the building's operators have to be on the alert during shows attracting foreign countries, especially newly created states quick to resent real or imagined affronts to their national pride.

South Korea's delegation to the World Trade Fair set a new record for high dudgeon in May when its flag was flown upside down at the coliseum. The previous year Tunisia's consul general noticed that his country's flag followed Turkey's although alphabetical order was supposed to govern the display. It stalked to the gallery 80 feet above the floor and pointedly corrected the mistake.

Despite the sticky situations, the coliseum has promoted a significant increase in commercial and cultural relations, particularly with Iron Curtain countries. Since 1957 was completed in 1961. Previously the Russians had declined to discuss a reciprocal program with us, because exhibition facilities in New York were wholly inadequate for the big publicity impact they wanted. After the coliseum was available, the Soviet Union entered into negotiations for an exposition in New York and an American fair in Moscow that ran concurrently during the summer of 1959.

That breakthrough opened the doors to Poland, Czechoslovakia, Rumania, and Bulgaria. Political propaganda is barred from the shows, but displays of American products point up the sparse fruits of communism, of course. Our annual fair in Poland, sponsored by the Department of Commerce, is such a hit that a permanent pavilion has been built at Poznan, the scene of wild riots against the pro-Russian regime in 1956.

The most important function served by the Coliseum was to jolt American industry out of its patronizing attitude toward foreign competitors. Many companies assumed that their superior enterprises could run stodge rivals out of overseas markets whenever they elected to turn on the heat. Once the Coliseum began attracting exhibitors from all over the globe, our people discovered they were bush leaguers in staging presentations at trade fairs, a blend of showmanship and merchandising.

"We have a lot to learn from European and Asian experts," say Charles Saitow, president of the World Trade Fair and the only American accredited to the Union of International Fairs, which establishes regulations

and assigns dates for events. A 54-year-old lawyer, Saitow, is recognized as the top American specialist in the business.

Until the Coliseum was built, says Saitow, there wasn't a modern plant in the country suitable for the elaborate fairs that are the backbone of business in Europe.

Saitow has a beautiful setup holding 1,200 booths on one floor and a dozen other floors maintain small installations devoted exclusively for fairs. We have good examples now even at McCormick Hall in Chicago and the Hall in Detroit. But we haven't overcome a blind spot that's the biggest handicap to boosting our export business. American exporters have been making foreign fairs by the bulk of their orders. It takes time, an extension of the ancient maxim that the tradition of going to the center of the world has a strong psychological appeal for buyers overseas.

Saitow's criticism of our failure to cultivate foreign markets has been echoed repeatedly by the Department of Commerce since 1947 when dumping exports began to put alarmingly into the Nation's gold reserves. President Eisenhower, drawing on emergency funds, created the Office of International Trade Fairs to put on exhibits and trigger more aggressive action by manufacturers. The agency has presented 165 shows on every continent.

Many big outfits still are reluctant to cooperate with the Trade Fair office, because of the tremendous expense of designing, installing, and staffing displays. American firms, accustomed to shooting the works in soliciting domestic business, are floored by the cost of making even a modest splash in the big-league international marketplace.

Still, the concentration of purchasing agents in New York and the huge cosmopolitan population which buys the \$1.50 tickets that defray operating expenses, continue to attract events like the British exhibition in June of 1960, the most elaborate peasant ever staged by one country. Transporting produce and national treasures valued at \$200 million, then decorating the coliseum for the 17-day show ran up a bill of \$12 million—considerably more than the combined cost of all the theatrical productions on Broadway in a year. The displays included Winston Churchill's personal memorabilia, a replica of an Elizabethan tavern open to customers, a Scotch whisky distillery (no samples) and a priceless collection of antique gold and silver. The British got off the hook handsomely with 250,000 admissions—at \$1.50 a head—and "astounding" orders from 27,000 trade buyers.

Rolling out the red carpet for visitors is not an idle phrase when Saitow puts on the International Auto Show. He annually spends \$60,000 for 22,617 square feet of wall-to-wall carpeting on the main floor of the coliseum, an area equivalent to a football field and five basketball courts. "I've been called a chump for blowing a lot of money on a luxurious touch most people don't notice," he remarks. "It's essential for creating an atmosphere that induces them to spend \$23,000 for a Rolls-Royce. Maybe the carpet doesn't clinch a sale, but it cushions the shock of fancy price tags."

It does indeed. During a 9-day period in April, cars with a total value of \$90 million were bought at the coliseum. The KX-E Jaguar, costing about \$6,000, was introduced at the show and rang up \$30 million in sales. The three most expensive Rolls-Royces went for \$81,000.

In any building with as many as 60,000 transients a day, security measures are an expensive proposition. "It's a predictable cinch we'll get a sprinkling of cranks, nuts, shoplifters, insurance gyps, publicity hounds and knuckleheads every time we open the doors to the public," says managing director Sloane. "On big days we have a force of 55 uniformed guards and plainclothesmen